



## Office of Mayor Jerry Sanders

### **FOR IMMEDIATE RELEASE**

November 28, 2007

## FACT SHEET

### **MAYOR LAUDS BALBOA PARK DECEMBER NIGHTS SPONSORS; INVITES SAN DIEGANS TO ATTEND 30<sup>TH</sup> ANNUAL HOLIDAY CELEBRATION DECEMBER 7-8**

***MORE THAN 300,000 PEOPLE EXPECTED AT CITY'S LARGEST ANNUAL FREE  
COMMUNITY CELEBRATION; SPONSORS ENSURE TRADITION CONTINUES,  
OFFER UNIQUE PROGRAMMING WHILE LONGTIME FAVORITES RETURN***

Mayor Jerry Sanders today announced that Balboa Park December Nights *presented by Barona*, San Diego's favorite kick-off to the holiday season, will take place for the 30<sup>th</sup> consecutive year on Friday, December 7, 5:00-10:00 p.m. and Saturday, December 8, Noon-10:00 p.m.

In the spirit of the holidays, participating Balboa Park museums open their doors free of charge from 5:00 to 9:00 p.m. both evenings. The beloved San Diego event features sparkling lights, theatrical and musical entertainment, and food, food and more food throughout the Park. "My Ancestors' Village," sponsored by Barona, brings the rich culture of San Diego's Native American community to December Nights visitors.



The largest free community festival in San Diego, December Nights is expected to attract more than 300,000 visitors and is co-produced by the City of San Diego Office of Special Events and the San Diego Business Improvement District (BID) Council. Venue hosts include the Balboa Park Cultural Partnership, House of Hospitality, and City of San Diego Park and Recreation Department.

## **SPONSORS ENSURE FREE TRADITION CONTINUES AND PROVIDE UNIQUE EXPERIENCES**



This year, the event will be supported by a wide range of sponsor organizations who provide valuable financial assistance and in-kind services to help support San Diego's biggest gift to the citizens of the region.

Additionally, many of these sponsors bring unique programming that enhances the traditional event.

### **PRESENTING SPONSOR**

#### ***Barona Band of Mission Indians***

Providing more than \$100,000 in support of the event, the Barona Band of Mission Indians will return for the third year as the presenting sponsor of Balboa Park December Nights.

This year, the Barona Band of Mission Indians will again present "My Ancestors' Village," the creation of a traditional Native American village within the heart of Balboa Park.

Artistically recreated tule boats and fishing nets will float in Balboa Park's historic Lily Pond. Produced by the Barona Cultural Center & Museum, this tribute to the local Tribes and the important role they have played in San Diego's history will bring to life the food, culture, and lifestyle that is unique to Barona and the other Indians indigenous to the local region.



## LEGACY SPONSOR

The Legacy Sponsorship level is designated for organizations providing \$50,000 or more in financial assistance and services to support the event.

## SDG&E

SDG&E returns for the fourth year to support Balboa Park December Nights. Welcoming visitors with dazzling holiday cheer, the **SDG&E Holiday Light Canopy** covers the center of The Plaza de Panama and has become an event tradition. More than 28,000 sparkling energy efficient LED lights are included in the canopy and the accompanying “tree of lights.”



As a special gift to the citizens of San Diego, SDG&E will present the lights in Balboa Park throughout the month of December.

## HERITAGE SPONSORS

The Heritage Sponsorship level is designated for organizations providing \$25,000 or more in financial assistance and services to support the event. Two new sponsors will join the event at this level.

## Kodak

The Kodak Inspiration Tour will give visitors the chance to touch and use the latest cameras,



printers, digital frames and more as well as the opportunity to print and post pictures for the first-ever Balboa Park December Nights Community Photo Contest.

## Pepsi

As the official beverage sponsor of the Taste of December Nights, Pepsi will debut their newest holiday inspired beverage, Sierra Mist Cranberry. Pepsi products will

be available for purchase throughout the park and all proceeds from these sales will directly benefit the event.





## COMMUNITY PARTNERS

Community Sponsors provide \$10,000 or more in financial assistance or services to the event and are critical to the success of December Nights.

Returning Community Sponsors include **El Camino Memorial, San Diego Medical Services Enterprises, and Sharp Healthcare**. New to the event this year is the **City of San Diego's "Think Blue" program**.

## CONTRIBUTING PARTNERS

Contributing Partners provide important financial and in-kind support to the event.

Returning Contributing Sponsors include the **San Diego Foundation, Dr. Seuss Foundation, EDCO**, and the **County of San Diego, Supervisor Greg Cox**.

## CORPORATE SITE PARTNERS

The Corporate Site Program has been developed to provide organizations with an opportunity to support December Nights at the event. Organizations that will be featured as Corporate Site Partners include **The Welk Resort, Carmax**, and **The Spiderwick Chronicles**.

## MEDIA SPONSORS

Media partnerships are important to the success of this annual event. Returning as the television and radio sponsors of Balboa Park December Nights are **Channel 12 XEWT** and **KYXY 96.5/Sophie 103.7**. **San Diego Magazine** and **The San Diego Union-Tribune** once again will provide print media support for the event.

## 2007 SPECIAL ENTERTAINMENT FEATURE



### Circue du Soliel

Circue du Soliel will perform excerpts from their *Corteo* show in the Plaza de Panama. *Corteo*, which means "cortege" in Italian, is a joyous procession, a festive parade imagined by a clown. The show brings together the passion of the actor with the grace and power of the acrobat to plunge the audience into a theatrical world of fun, comedy and spontaneity situated in a mysterious space between heaven and earth.

## LONG-TIME FAVORITES REMAIN

In addition to the new activities that are introduced each year to the event, traditional entertainment, wonderful food and holiday cheer all remain part of this classic San Diego celebration.

Visitors to the event will enjoy the long-standing traditions of *Christmas on the Prado* including:

- ❖ Food from around the globe at the International Christmas Festival at the House of Pacific Relations Cottages
- ❖ The charming Santa Lucia Procession at the San Diego Museum of Man
- ❖ Unique gift shopping at the museum stores and with the artisans of Spanish Village
- ❖ Musical and dance presentations from the San Diego Junior Theatre, San Diego Civic Youth Ballet
- ❖ Del Cerro Baptist's Christmas Story Tree

*A complete listing of event activities can be viewed at [www.visitdecemberevents.com](http://www.visitdecemberevents.com).*

